

ACTIVE STEPS TO GUARD ADVERTISING

Salt Lake Ad Club Proposes
to Urge Legislative
Remedies.

Eighty-five members and invited guests of the Salt Lake Ad club enjoyed an illustrated lecture on "Human Interest and Timeliness in Advertising," delivered by E. S. Woodruff of the Woodruff-Sheets-Morris Coal company, at the Commercial club last night. An open discussion followed the lecture.

An important step was taken in the unanimous adoption of a resolution providing for the appointment of a vigilance committee, which is to have in hand the work of detecting "fake" and "dishonest" advertising, and to bring about its elimination through securing remedial laws from the present legislature. It was declared that this form of advertising was one of the greatest obstacles to legitimate advertising and held in check the business of reliable advertising firms.

An interesting talk was made by E. F. Scribner, president of the Pueblo Ad club, of Colorado, who is visiting in the city on business in connection with the Utah Lithograph Co., in which he is interested. Mr. Scribner spoke of advertising methods in Pueblo, of the methods used in conducting the meetings of the club, of the business and educational benefits of the meetings, and of the great advance and improvement he had noticed in all channels of business and industry in Salt Lake.

Foils a Foul Plot.
When a shameful plot exists between liver and bowels to cause distress by refusing to act, take Dr. King's New Life Pills, and end such abuse of your system. They gently compel right action of stomach, liver and bowels, and restore your health and all good feelings. 25c at Schramm-Johnson, druggists.
(Advertisement.)

VINEGAR MAKERS DISCUSS NEW LAWS

Vinegar manufacturers, representing the vinegar factories of Utah, met with William Hansen, state dairy and food commissioner, yesterday, to discuss legislation proposed to cover the vinegar industry. The greater part of the meeting was devoted to a discussion of the proposed measure, providing that vinegar manufacturers label their product, outlining the ingredients.

During the past few years a cheap grade of vinegar has been manufactured in the state and placed in competition with the genuine malt vinegars. By requiring an outline of the ingredients on each label, Hansen believes the manufacturer producing the genuine malt vinegar will be protected.

The proposed measure met with the approval of each of the manufacturers and all promised their support in endeavoring to have the legislature enact a law of this kind.

Any little wound or abrasion of the flesh occurring in cold weather that is not promptly treated becomes a bad sore and is difficult to heal. Apply Ballard's Snow Liniment at once when such accidents happen. The wound heals promptly and soon does away with the annoyance of a bandage. Price 25c, 50c and \$1.00 per bottle. Sold by Schramm-Johnson, Druggists, five (5) good stores.
(Advertisement.)

Publish Magazine Here.
W. S. McClure, secretary of the National Publishers' association, has established headquarters on the seventh floor of the McIntyre building, where the January number of the National Book Review will be published. Mr. McClure, who formerly lived in Gooding, will have his family here within a few days.

If your children are subject to attacks of croup, watch for the first symptom, coughiness. Give Chamberlain's Cough Remedy as soon as the child becomes hoarse and the attack may be warded off. For sale by Schramm-Johnson, Druggists, "the never-substituted," five (5) good stores.
(Advertisement.)

CATALOGUE PRINTING
Done by the Century is distinctive. 57 Postoffice place. (Advertisement.)

J. M. Barrie's "Little Minister" at the Liberty



J. M. Barrie's "The Little Minister," the play which was famous by Maude Adams, will be presented in motion pictures at the Liberty for three days beginning today. The production is in three reels as made by the Vitaphone company of the leading motion picture manufacturers. The story of the play is familiar to almost everyone, and the plot lends itself readily to the reproduction and the story

AMUSEMENTS

SALT LAKE—Louisiana Lou, musical comedy, three days, commencing tonight. Matinee Saturday.

ORPHEUM—Advanced vaudeville. Performance every afternoon and evening.

COLONIAL—Wm. J. Kelly and associated players in "Get-Rich-Quick Wallford," all week. Matinees Thurs and Saturday.

EMPRESS—Vivienne. Matinees every afternoon and two performances at night. Bill changes today.

GARRICK—"I Loved a Lassie," musical comedy, one week. Bill changes Saturday. Matinees Wednesday, Saturday and Sunday.

The following theater notices are marked "advertisement" in order to comply with the new interpretation of the new feed newspaper law. It is no sense as they paid advertising items. These items furnished by the press club of the various theaters.

DESPITE combination of the elements is nearly prevented the opening of the new bill at the Empress will open for its regular run for the week ending with this afternoon's performance. The program is headed by Geo. B. Reno and his company of funsters in Mr. Reno's latest sketch, entitled "The Mist Army."

With Mr. B. and company will be seen the Mott-Jewel troupe of five performers, who have recently completed eastern engagements that have won for them much recognition from the playing public.

The Brooklyn Harmony four is among the foremost quartets in the country and has just completed a tour of the world.

The act of the trained dogs is said to represent a ultimate in its class.

Bill Dawson and the dramatic sketch "Number 44" the other two numbers on the bill. Dawson is recognized as one of the best blackface comedians now to be seen in vaudeville. He is a song writer and will use several of his own compositions during his Empress act.

"Number 44" the thriller of the entire program. The act carries a load of soap and electrical effects that assist in making the turn extremely realistic and the incident was known as a western road several years ago. It holds an additional interest for players of this section. The incident was known as the Barrow case and was widely heralded overseas.

The plan will close the new program, which opening this afternoon, runs through ensuing week until next Tuesday night.

Carrie Kemp, who sprang into popular favor last single night when she appeared in a prima donna sourette role with the star company in "The Red Rose" at the Globe theater, New York, two years ago, and followed up that success with her delightful work in the role of Kate in "The Rose of Panama," and the Countess Widenberg, the present single part in "The Kiss Waltz," winning new laurels in the vaudeville field. Miss Reynolds is making a big hit at the Orpheum this week, and is instantly rendering several excellent songs a refined and refreshing manner.

The splendid patronage accorded the Rex theater a some time past has spurred them greater efforts in obtaining the best. Today will see a splendid variety of subjects. "The Redemption of the Hawk" is a 101 Bison feature in two parts, and is full of thrilling situations, picturesque scenes and unequalled characterizations. "The New Magdalene" is offering in two parts. The story of a play tells of a woman, who, after losing her social standing and character, attempts to steal the identity of another.

"Louisiana Lou" begins its three nights' engagement at the Salt Lake theater tonight. Pretty girls, pretty music, a realist, and players who are making their mark, are some of the attractions provided for this musical comedy. A Saturday matinee will be played at reduced rate.

Never in the history of the Colonial has any star appearing there scored the hit that William J. Kelly has made this week with his characterization of the role in "Get-Rich-Quick Wallford." Mr. Kelly's playing of the part has elicited a great deal of praise from many of the Lakers who saw the



Byron Bidwell, with "Number 44," the big railroad act opening at the Empress today.

original production in New York and who declare that in artistry and staging the Colonial show is the equal of the metropolitan presentation. For the week to come Mr. Kelly is to appear in "The Fortune Hunter," instead of "Sapho," as was advertised. "The Fortune Hunter" has been in preparation for several weeks, and it will be Mr. Kelly's first appearance in the part.

The Garrick this week provides an abundance of fun and laughter and one of the prettiest choruses west of Chicago. With an addition of new faces and a "tip-roaring" musical comedy, "They Loved a Lassie," the Garrick offers an evening of clean, wholesome entertainment. Friday night is eagerly awaited, as that is the night of the chorus girls' contest, and each of the "chosey" girls is preparing a specialty, fully expecting to win the cash prizes offered by the Garrick management.

At the Mehesy picture house three splendid film companies, the Reliance, American and Thanhouser, present their best. The latter depicts "A Guilty Conscience," showing where a defrauded widow whom the law could not aid because the robbers worked legally in their robbing, regains her fortune. Nevertheless, non-professional assistance wins for her what the lawyers couldn't, and you will follow her shrewd attempt at recovery with a great deal of interest. The photography is perfect.

Dr. G. B. Pfoutz has removed his office to suite 627 Boston building.
(Advertisement.)

ENGINEER TANNER URGES LEGISLATION

After investigating the Oregon irrigation laws, State Engineer Caleb Tanner, who has just returned from the northwest, declares that the Oregon statutes embody many ideas that may be adopted with profit in Utah. The Oregon laws pertaining to irrigation matters are patterned largely after the Wyoming law, which was once proposed for adoption in Utah.

As Oregon conditions are similar to those in Utah, Mr. Tanner will urge the adoption of portions of the Oregon law in this state.

SHE COULD NOT STOP IT.
She tried and tried, this thing, that thing, then the other thing. All no good. Then she thought of Hall's Hair Renewer. Talked with her doctor about it. Then bought it, used it. Her hair stopped falling out at once. Now she is telling her friends. No coloring or staining of the hair, either.

LESS THAN 1/2 PRICE
LESS THAN 1/2 PRICE

Our Entire Stock Unmercifully Saughtered

If you have not an account with us, now is the time to open one. Prices are at bed rock and you may pay in easy payments.

LESS THAN 1/2 PRICE

This is an opportunity that should not be overlooked. All of our fine wearing apparel sacrificed and you may pay in easy payments

LADIES' SUITS, COATS, DRESSES, SKIRTS

CREDIT

FURS, WAISTS, KIMONOS, CHILDREN'S COATS

Remember, it does not take cash to benefit by this sale. You may open an account in terms that will be most convenient to you

Ten years of credit merchandising speaks well for the STANDARD of our GOODS. OPEN A CHARGE ACCOUNT WITH US TODAY

Men's Suits
1/2 Price

Established 10 Years

The National CREDIT CO.

256 STATE STREET

Our Number 256 State Street

Men's Overcoats
1/2 Price

LESS THAN 1/2 PRICE
LESS THAN 1/2 PRICE

SALT LAKE THEATRE
TONIGHT AND ALL WEEK
MATINEE SATURDAY
Louisiana Lou
Harry Askin presents the world's record-breaking musical show.
Mat., 25c to \$1. Eve., 50c to \$1.50.

COLONIAL THEATRE
SPECIAL One week only.
WM. J. KELLY and his Co. in "Get-Rich-Quick Wallford."
Mat., Thurs and Sat.
NEXT WEEK—"SAPHO."

SALT LAKE THEATRE
JANUARY 20TH
CAROLINA WHITE
Soprano.
CHICAGO GRAND OPERA CO.
Theodore Sturkow Ryder, Pianist.
TICKETS ON SALE NOW AT MUSIC STORES.

ORPHEUM
ADVANCED VAUDEVILLE.
ALL THIS WEEK
HARRY GILFOIL.
Marion Littlefield's Florentine Singers
Carrie Reynolds
O'Brien, Havel & Co.
Ed. Morton.
The Flying Martins.
Tuscano Brothers.
ORPHEUM DAYLIGHT MOTION PICTURES
CONCERT ORCHESTRA
PRICES: Matinee Daily, 15c, 25c, 50c. Night, 25c, 50c, 75c.

Another of the S. & C. Big Shows.
Empress
SAFEST FIREPROOF THEATER IN AMERICA.
SULLIVAN-CONSIDINE Greater Advanced Vaudeville.
GEO. B. RENO & CO. in the biggest and heartiest Laugh in Vaudeville.
"Number 44" The Sensational Railroad Play. Morton-Jewel Troupe. Brooklyn Harmony Four. Eli Dawson. Theo. Carly's Canines. Pathé's Weekly. Empress Orchestra.
Regular 30c
Empress 20c
Prices 10c
Matinee Daily 10c
Parquet Seats.

Garrick Theatre
Fun, Music and Pretty Girls.
The Allen Curtis Frolics Company.
25 Happy Boys and Girls in
"They Loved a Lassie"
Two shows tonight, 10c, 20c, 30c.
Regular matinees Wednesday, Saturday and Sunday.
All seats 10c.
Chorus girls' contest every Friday night after each show.

Rex Theatre
TODAY
"The Redemption of White Hawk."
101 Bison—Two Parts.
"THE NEW MAGDALINE."
Imp—Three Parts.
"SHE SLEPT THROUGH IT ALL."
A Delightful Imp Comedy.
"LUMBERING IN TEXAS."
"UTAH'S SALT INDUSTRY."
"BALKAN WAR."
Gaumont Animated.
SUNDAY, MONDAY and TUESDAY.
"SHERLOCK HOLMES."
DON'T FORGET—Our Free Transportation Offering to Sunny California and Return, via Salt Lake Route.

Mehesy Theatre
New First-Run Pictures Exclusively
Programme Changes Every Day—5c
"A GUILTY CONSCIENCE."
A Drama by the Thanhouser Company.
"A JOLLY GOOD FELLOW."
By the Reliance Company.
"HIS OLD-FASHIONED MOTHER."
A Pathetic Portrayal by the American Company.



For a Quick Cleanup

All new Fall and Winter Overcoats at 1/2 regular prices.
Suits at 1/3 regular prices. Better get yours today.

Gray Bros. & Co.

258-260